



## Senior Sales Executive - B2C Team

### About the Corporate Governance Institute

The Corporate Governance Institute is a global leader in online corporate governance education and certification.

The company has had global aspirations from the start and today we serve customers in over 75 countries and employ people from a variety of international and cultural backgrounds. Our growth has significantly increased year over year, and we are looking to continue with that ambition and scale.

We're not just a business; we're a passionate team aspiring to make a significant impact in a €60 billion + market. Backed by leading industry practitioners, governance experts and a very experienced senior leadership team we are ready to accelerate our growth further and faster to make the most of the market opportunity.

We have an exciting opportunity for a **Senior Sales Executive** to join our rapidly expanding team.

#### The focus of the role:

We're looking for a driven and experienced **Senior Sales Executive** to join our growing B2C team. This is a highly consultative role, where you'll guide prospective learners through our course offerings and help them identify the best path forward based on their individual goals and professional needs.

You'll be responsible for managing inbound leads, conducting high-quality consultations, and closing new business by clearly communicating the value of our globally recognised corporate governance and ESG training programmes. The quality of each interaction is critical—this role is about building trust, understanding customer needs, and providing expert guidance that leads to meaningful enrolments.

You'll work closely with marketing and product teams to ensure a seamless customer experience from first touchpoint through to enrolment. As a key member of the sales team, you'll also contribute to the achievement of ambitious revenue targets in line with our broader growth objectives.

## Key Responsibilities:

- Conduct high-quality, consultative sales calls with prospective learners to understand their goals and recommend the most suitable course offering.
- Manage inbound leads through every stage of the sales cycle, from initial contact to enrolment, ensuring a seamless and personalised experience.
- Consistently meet and exceed individual revenue targets in line with business growth objectives.
- Maintain a structured and proactive approach to pipeline management, ensuring visibility, accuracy, and consistency across all stages.
- Deliver accurate sales forecasts and report regularly to senior stakeholders, addressing risks and identifying opportunities for growth.
- Collaborate closely with Marketing to align messaging and campaigns with learner personas and buyer intent.
- Ensure timely and consistent follow-up to maximise lead conversion and improve overall funnel efficiency.
- Leverage CRM tools to track activity, capture insights, and inform decision-making and forecasting.
- Work cross-functionally with Product and Customer Success teams to share learner feedback and improve the overall sales and onboarding experience.
- Contribute ideas and feedback to help continuously improve our consultative sales approach and learner engagement strategy.

## Desired Experience & Education:

- Minimum of 3+ years' experience in a senior consultative sales role, with a proven track record of exceeding revenue targets and guiding customers through thoughtful decision-making processes.
- Strong background in **consultative, needs-based selling**, with the ability to understand individual learner goals and recommend tailored education solutions.
- Experience in **education** or **professional development** is preferred, particularly in selling high-value or accredited programmes.
- Demonstrated ability to build trust and rapport with prospective learners, acting as a trusted advisor throughout the sales journey.
- Skilled in managing a high volume of inbound leads while maintaining quality, accuracy, and consistency in sales activity.
- Confident using **CRM tools (e.g. HubSpot)** to manage pipeline, forecast accurately, and report on sales performance.
- Self-motivated, goal-oriented, and comfortable working independently while actively contributing to a collaborative team culture.



- Thrives in a **fast-paced, high-growth environment**, with a proactive and adaptable mindset.
- Excellent communication and interpersonal skills, with the ability to educate, influence, and support prospective learners at all levels.

## Why Work With Us?

At The Corporate Governance Institute, we believe that great people make great companies. Here's what you can expect when you join our team:

- **Remote-First Company** - Work with the freedom to balance your life and career. Prefer to come into the office? Our doors are always open.
- **Competitive Salary & Work From Abroad** - We offer a market-competitive salary and the opportunity to work remotely from abroad for up to 20 days per year.
- **MacBook Provided** - Every new starter receives a MacBook to ensure you have the best tools to succeed from day one.
- **Learning and Development** - Access ongoing training and development opportunities tailored to help you grow professionally.
- **Quarterly Team Events** - Join in on fun and engaging events that bring the team together, whether virtual or in-person.
- **Bike to Work Scheme** - Support your wellbeing and sustainability with our bike-to-work program.
- **Inclusive and Collaborative Culture** - Be part of a diverse, ambitious team passionate about making a real impact in corporate governance education.

## Join Us

If this sounds like the right fit for you, we'd love to hear from you. Please submit your CV along with a brief cover note outlining your interest in the role.